# Building Texas Latino Communities through Technology

#### **Texas State Library and Archives Commission**

Presented by Susana G. Baumann, Director

LCSWorldwide Language and Multicultural Marketing Communications

October – November 2011

Susana G. Baumann@2011

## Building Texas Latino Communities through Technology Series

- October 18:
  - ✓ Marketing Technology to Latinos
- November 1: Getting to Know your Latino Communities
- November 15:
   Planning and Implementing your Computer
   Programs and Activities



- November 29:
  - Promoting your Computer Programs and Activities

Participate in all four and enter a drawing to win a Kindle Touch!

## Follow up activity

- Each webinar will have a content related follow up activity
- 2. These activities are optional
- 3. Dateline to turn in activity is Friday before the following webinar
- 4. Two-three responses will be selected and commented at the next webinar
- Participants who turn in all 4 activities will get a double entrance at the drawing!

## Planning and Implementing Computer Literacy Activities

#### Goals of this webinar

#### By the end of this webinar, you will:

- Become familiar with possible contents you can teach based on Latinos' technology needs
- 2. Learn to prioritize your customers needs according to your resources
- 3. Plan your classes in a cultural competent fashion
- 4. Develop follow up activities that will help sustain your relationship with your Latino patrons

## Planning and Implementing your Computer Programs and Activities

#### Topics to be developed:

- Latinos Technology Needs in Texas
- One Size Does Not Fit All: Prioritize customers' needs
- Planning Computer Literacy Activities
- Implementing Computer Literacy Activities
- Catch them if you can: Follow up after the activities
- Technology "tricks": Build a sustainable relationship with your Latino patrons

## Summary of Webinars 1 and 2

#### Webinar 1

- Latinos are already using technology of some sort . (They are ready!)
- It is more attractive to learn when there is a content goal.
- Your best bet is to get help from the community.
   (Strategic Partnerships and LAB)

## Summary of Webinars 1 and 2

#### Webinar 2

- It is <u>instrumental</u> that Latinos in TX increase their educational and employment opportunities
- You cannot cover all basis –or solve all problems! Choose your market segments.
- The better you understand their needs, the more successful your programs will be.

# Your Market Segments Latinos Technology Needs in TX

### Choose your Topics

#### **Employment skills**

- Résumé writing / interview skills
- Filling out a job application online
- Browsing job websites
- Browsing government websites
- Learning about jobs and required documentation
- Learning about your rights at work
- Learning about discrimination in the workplace



### Plan According to your Resources

#### Decide the language of instruction

- Do you have Spanish-speaking staff?
- Are the topics you are teaching in English or in Spanish?
- Do those topics require English knowledge?

#### Decide the type of instruction according to staff

- Class?
- Follow up session? (Group tutoring?)
- One-on-one?
- Peer-to-peer?
- Self-taught or self-help?

#### Decide instructors

- Staff
- Strategic partners/volunteers

#### Choose your Strategic Partners

#### Texas Workforce System's Community Partners

- Community / technical colleges & career schools
- Apprenticeship programs
- Job Corps
- Adult education, English as a Second Language, & literacy providers
- State agencies
- Senior Community Service Employment Program
- Community-& faith-based organizations

#### Choose your OWN strategic partners to work with

## Plan your Sessions

- Decide your target audience
  - Age
  - Adults / Young adults / Teenagers / Parent-child / Seniors
    - Male
    - Female (or both)
- Decide level of instruction
  - Basic or beginners
  - Intermediate
  - Advanced
- Research software/programs/sites for your topic

### Research Software/Programs/Sites

- Résumé writing / interview skills
- Browsing job websites
- Filling out a job application online



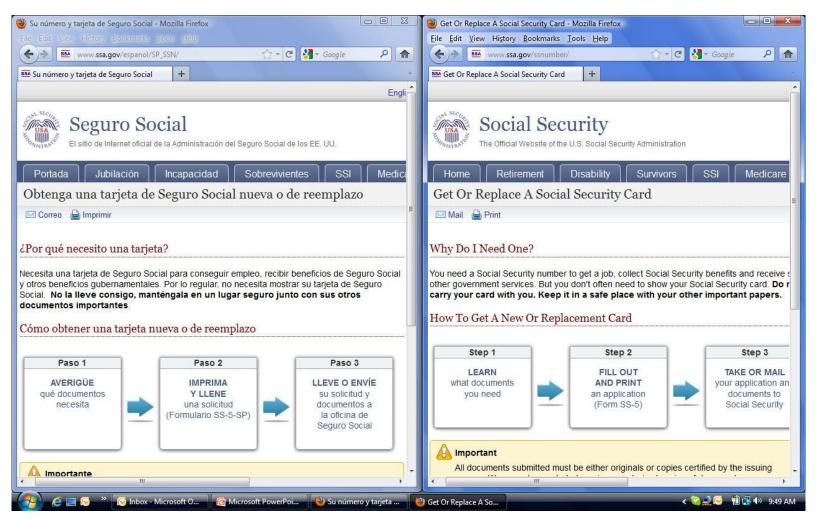
#### Possible software/programs/browsers

- Resume writing = Microsoft Word / Works / PDFs / Uploading and downloading documents
- Job websites = Decide site/s and navigation of the site/s
- Online application = Filling out and saving a PDF application

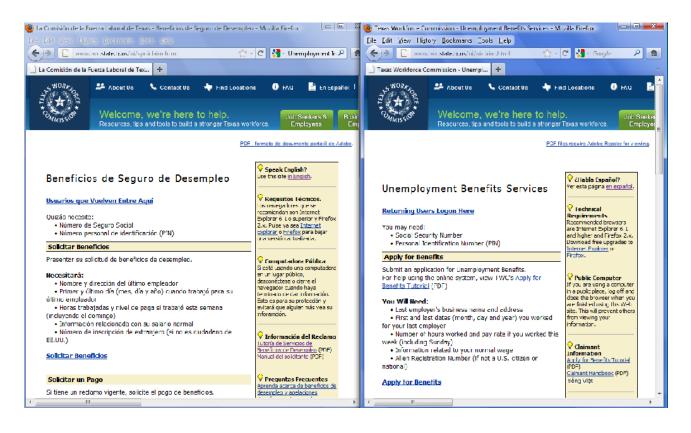
https://wit.twc.state.tx.us/WORKINTEXAS/wtx?pageid=JV\_LOGON&lang=en

# Your Market Segments Researching Appropriate Websites

## **Bilingual Sites**



#### Filing for Unemployment Services Online



Manual de beneficios de desempleo

Llene su solicitud de búsqueda de trabajo en WorklnTexas.com.

Para mayor Información vaya a ul.texasworkforce.org



Desempleo

http://www.twc.state.tx.us/ui/spuiclaim.html

## Filing Taxes and Claiming Refunds

http://www.irs.gov/espanol/index.html





NOTE: THIS BOOKLET DOES NOT CONTAIN TAX FORMS

#### INSTRUCTIONS

Including Instructions for Schedules
A. C. D. E. F. J. M. and SE

2010



makes doing your taxes faster and easier.



is the fast, safe, and free way to prepare and e-file your taxes. See www.irs.gov/freefile.

Get a faster refund, reduce errors, and save paper. For more information on IRS e-file and Free File, see page 5 or click on IRS e-file at IRS.gov.

#### LIMITS ON PERSONAL EXEMPTIONS AND OVERALL ITEMIZED DEDUCTIONS ENDED

For 2010, you will no longer lose part of your deduction for personal exemptions and itemized deductions, regardless of the amount of your adjusted gross income.

#### ADOPTION CREDIT REFUNDABLE

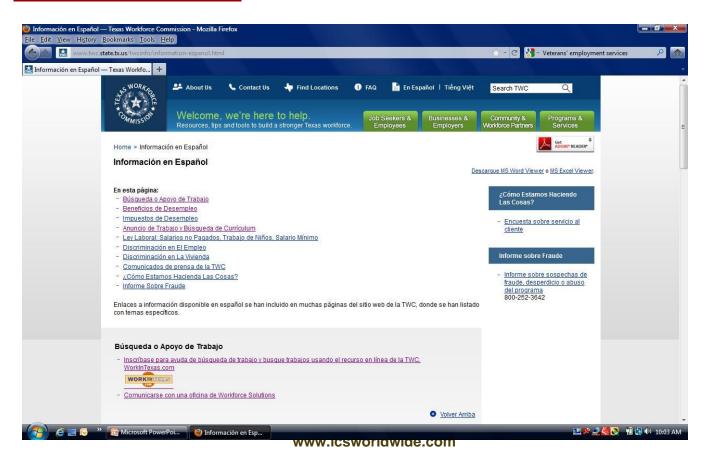
Your qualified adoption expenses are now refundable.





### Help with TX Employment Sites

- Texas Workforce Commission website
- WorkInTexas.com



## **Your Market Segments**

Questions

## One Size Does Not Fit All Prioritize Customers' Needs

## Start asking questions:

Who needs to increase employment opportunities

Who needs to improve educational opportunities?

Who is interested in social media?

Who needs survival skills (documents, DL, etc.)

Who needs English reading materials?

(Keep going...)



### Important task!

- 1. Greater benefits from your services
  - More fans? More followers?
- 2. Fewer barriers and obstacles
  - Schedule? Car? Children?
- 3. Lower "cost" (not only money)
  - Dinner? Ride?
- 4. Influencers
  - Husband? Co-workers? Boss?



#### Social Media

Handle it with Spanish tutorials?

Staff knows enough Spanglish?

Language: English / bilingual

Instruction: Class w/follow up sessions

> Topics: Facebook Twitter, MySpace, YouTube, Skype



Instructors: Library staff

Strategic Partners: ?

Level of instruction: Beginner

#### Social Media

Handle it with Spanish tutorials?

Staff knows enough Spanglish?

Language: English / bilingual Needs transportation

Parallel children 's activities

Instructors: Library staff

Strategic

Partners: For

transportation?

Instruction: Class w/follow up sessions

> Topics: Opening Facebook ,Twitter, MySpace, YouTube

Influencers: Bring a friend Level of instruction: Beginner

www.lcsworldwide.com

#### Creating a Facebook Account 20-30'

- 1. Use resources online to explain the procedure:
  - http://video.about.com/webtrends/Create-a-Facebook-Account.htm (in English)
    http://redessociales.about.com/od/comousarfacebook/ss/Guia-Con-Imagenes-De-Los-Pasos-A-Seguir-Para-Crear-Una-Pagina-En-Facebook.htm (in Spanish)
- 2. Take pictures of students in class and download to computers
- 3. Explain how and ask them to find friends
- 4. Befriend your library Facebook Fan Page and Twitter Accounts
- Additional resources:
  - How to use Facebook in Spanish
     <a href="http://aprenderinternet.about.com/od/RedesSociales/ss/Como-Poner-Facebook-En-Espanol.htm">http://aprenderinternet.about.com/od/RedesSociales/ss/Como-Poner-Facebook-En-Espanol.htm</a>
  - Tips to fill out your profile

http://aprenderinternet.about.com/od/RedesSociales/a/Qu-E-Hacer-Y-Qu-E-No-Hacer-En-Tu-Perfil-De-Facebook.htm

## One Size Does Not Fit All Other Topics you Can Offer

### Increasing Employment Opportunities

#### **Employment skills**

- Résumé writing / interview skills
- Filling out a job application online
- Browsing job websites
- Learning about jobs and required documentation
- Browsing government websites
- Learning about your rights at work
- Learning about discrimination in the workplace



### Resources TX Employment Sites

- Workforce Investment Act (WIA) Services (Adults, Dislocated Workers, Youth) (Looking for work, trying to get back to the workforce or new graduates or young people looking for jobs)
- **E&T for Temporary Assistance for Needy Families/Choices** (These are TANF and TAONF programs require work and promote self-reliance, responsibility, and family stability. Both TANF and TAONF offer a package of strong incentives and penalties, child care support for working parents, and restructured welfare benefits so that it "pays to work." (Eng and Spa)
- <u>E&T for Supplemental Nutritional Assistance Program (SNAP)</u>
   promotes long-term self-sufficiency and independence by preparing SNAP
   recipients for employment through work-related education and training
   activities.

### Resources TX Employment Sites

- Trade Adjustment Assistance is a federal program that provides a path for employment growth and opportunity through aid to US workers who have lost their jobs as a result of foreign trade.
- <u>Project RIO</u> (Ex-offenders need employment opportunities to help support their families and to become contributing members of the community.)
- Veterans' employment services The Department of Labor (DOL) Online Opportunities Recruitment System (DOORS) is an automated e-Recruit system that allows you to access vacancy announcements and apply for jobs.
- Apprenticeship Training Program is an effective job training system for skilled trade and journey workers.
- <u>Child Care Services</u> is a support service for parents who work, attend school, or participate in job training.

#### Increasing Educational Opportunities

## Pre-K, K-12, community colleges, trade schools and universities

- Get homework help
- Fill out a college or financial application
- Browse colleges and universities websites
- Find grants and scholarships
- Browse career and vocation sites
- Take or practice a test online
- Take an online class



http://www.cuadernosdigitalesvindel.com/index.php

#### Resources for Education

FAFSA
 https://fafsa.ed.gov/FAFSA/app/fafsa?locale=en\_US

CSS/Financial Aid
 <a href="https://profileonline.collegeboard.com/prf/index.jsp">https://profileonline.collegeboard.com/prf/index.jsp</a> (English)
 <a href="http://www.collegeboard.com/padres/">http://www.collegeboard.com/padres/</a> (Spanish)

GED for Free
 <a href="http://www.gedforfree.com/">http://www.gedforfree.com/</a>
 <a href="http://www.4tests.com/exams/examdetail.asp?eid=38">http://www.4tests.com/exams/examdetail.asp?eid=38</a>

- SAT/ GRE Free Practice tests
- http://sat.collegeboard.org/practice/sat-practice-questions
- http://www.ets.org/gre/revised\_general/prepare?WT.ac=rx46

#### Increasing Internet skills

#### Social Media and the Internet

- Browse web sites
- Open an e-mail account
- Open a Facebook page
- Open a Twitter account
- Download ITunes
- Find and print coupons
- Download music, post pictures



## Teaching Basic Computer Skills

- This mouse is your friend: Using the mouse, files and folders
- Open own e-mail account to talk to friends and family
- Search websites for the family
- Find electronic resources at the library
- How to buy a computer with less money



## Teaching Advanced Computer Skills

- Design and build a post-card for the Holidays
- Write a blog about books or movies
- Design a website with templates for a small business
- Organize a PowerPoint Presentation for school work
- Keep your small-business books with Quicken or Excel
- Design a bilingual newsletter for your class
- Design/record a video and post it to YouTube



### Spanish Websites to Bookmark

- Clases de Computadoras en Español (Computer classes in Spanish) <a href="http://www.pbclibrary.org/esp-spanishclass.htm">http://www.pbclibrary.org/esp-spanishclass.htm</a>
- Aprender Internet (Learn Internet) <a href="http://aprenderinternet.about.com/">http://aprenderinternet.about.com/</a>
- Computadoras (Computers) <a href="http://computadoras.about.com/">http://computadoras.about.com/</a>
- Videojuegos (Videogames) <a href="http://videojuegos.about.com/">http://videojuegos.about.com/</a>
- Hojas de Calculo (Excel) <a href="http://hojasdecalculo.about.com/">http://hojasdecalculo.about.com/</a>
- Redes Sociales (Social Networks) <a href="http://redessociales.about.com/">http://redessociales.about.com/</a>
- Windows en Español (Windows in Spanish)
   <a href="http://windowsespanol.about.com/">http://windowsespanol.about.com/</a>

#### Increasing survival skills

#### **Obtaining basic documentation**

- Fill out an application
- Take or practice a test online
- Request a birth certificate or other vital statistic documentation
- Register to vote online
- Citizens preparation and practice skills



#### Resources for Survival Skills

#### TX Drivers License

- New License / New ID
- Commercial License
- Motorcycle License
- Drivers' Education Practice
- USCitizenship and Immigration Services
  - Practice Tests
- Voter's registration
- Vital Statistics
  - Birth / Death
  - Divorce
  - Paternity / Adoption

- National Council of La Raza
- LULAC
- Educate UNIVISION
- Ya es Hora UNIVISION
- Salud es Vida UNIVISION
- Medline Plus
- CDC en español
- Every Day Health Network
- WebMD Health
- WomensHealthBase.com
- Livestrong –eHow Health
- Health.com

#### Other tasks at hand?

#### English reading and learning materials

- Using online programs
- Take or practice a test online

#### Civil rights

- Human and civil rights information
- Voter registration and voting procedures

#### Physical and mental health literacy

- Physical and mental health and health literacy
- Community and social service programs

Taxes and financial education
International language magazines, and periodicals



### One Size Does Not Fit All Questions

### Planning Computer Literacy Activities Preparation Tasks

#### Before the Class

#### Space

- Secure computer space + equipment
- Special accommodations for those with disabilities

#### Schedule

- Decide registration period
- Set a flexible schedule
- Survey your future students at registration



#### **Class Content**

- Write a teaching outline or plan
- Become familiar with available teaching tools
  - Tutorials online, books, videos, Webjunction.org, etc.
- Prepare forms
  - Class schedule and content outline
  - Student profile and special remarks
  - Sign in sheet / post-class evaluation form
  - Computer glossaries (bilingual if possible)
  - Short surveys for future classes

#### Teaching Outline or Plan

#### Establish the rationale of the class

- Computers help their everyday lives
- Computers help develop coping skills
- Language and computer skills in the workplace
- Computers improve marks in educational settings
- Computers help with language acquisition
- Give examples of new or traditional occupations
- They can have fun with friends!



#### Teaching Outline or Plan

#### Include activities to keep a positive attitude

- Maintain a good atmosphere
- Computers are dumb!
- Successful occupations
- Give their computer a nick name
- Allow people to work in pairs
- Limit presentations to 20 minutes
- Leave time for practice
- Let them use computers after the class



#### Lessons Plan

#### Lesson Outline:

- Familiarize students with computers
- Link computers with language skills
- 3. Link computers with content of interest
- 4. Explain topic with tutorials or a presentation (no more than 20')
- Include examples of every day life
- 6. Ask if they have questions / Explain or clarify
- Explain practice
- 8. Monitor practice
- 9. Explain homework
- 10. Give "on your own" practice time

#### Keep in Mind as Negative

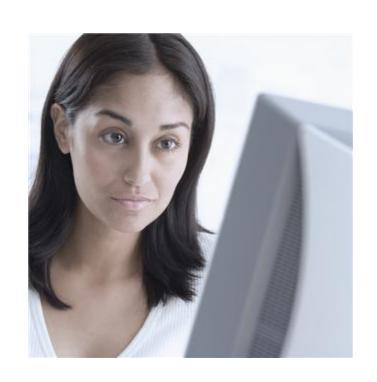
#### Cultural issues to address

- Adult Latino learners might be intimidated (Technophobia)
- Have rarely used computer or typewrites
- Might not see link between computers and jobs
- See themselves as too old or no need of computers
- Might come from a culture that does not encourage learning
- Slow learners or semi-illiterate in their own language

#### Keep in Mind as Positive

#### Cultural issues to build upon

- Want to learn to work/communicate with children
- See advantage in the workplace
- Are under pressure to learn
- Want to communicate with family and friends (abroad)
- Want/need computers for entertainment, games, etc
- Not to look dumb in front of friends, peers, etc
- They use other mobile devices



# Implementing your Computer Literacy Activities Starting your Class

#### What to do First

#### Conduct an introductory class or open-house

- Make socializing with your students your number one goal
- Find out how much knowledge the students already have
- Still, start with your topic's basics

#### At the First Class

#### Try different elements of the computer

- It is OK to make mistakes
- Start with a basic English- Spanish computer vocabulary
- Use images if possible

Cursor ----- Cursor



Display ----- Pantalla





#### At the First Class

#### Icebreakers

- Mouse tutorials and typing tutorials
- Tell personal stories
- Show its fun

www.maps.google.com www.images.google.com



- Show websites in Spanish
  - National Association of Hispanic Publications
  - Newspapers and magazines in Spanish

#### At the First class

- Set search engine preference to Spanish and/or English languages
- Show sites with Spanish interfaces
- Teach the power of the Internet
- Emergency Tools! Use a translation wel
  - www.Freetranslation.com
  - Google Translate (Only for certain browsers)
  - Adds on



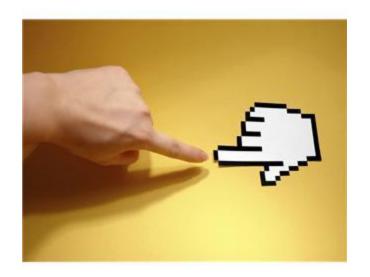
## Implementing your Computer Literacy Activities Questions

### Follow Up After The Activity Catch Them If You Can

#### Some Ideas for After Class

#### Complete some of the following activities:

- A team project
- Additional resources
- Research topics
- Short assignment
- Games after class
- Communicate online with classmates
- Bring additional materials



#### Use Strategic Partners

#### Work towards a goal:

- Bring an expert to help them select a computer
- Organize an employment fair with local employers
- Organize a videogame championship at the library
- Organize a website design contest
- Organize a video for the library contest
- Open their own Facebook Fan Page

# Build a Sustainable Relationship with Latino Patrons Technology "Tricks"

#### Don't Miss this Golden Opportunity!

#### Once the computer literacy activity is completed

- By text-message
- By email
- On Facebook
- On Twitter
- Receive library alerts (e-mail blasts)
  - Newsletters
  - New releases (classes, books, videos, etc.)
  - Activities and follow up
  - Other ???

#### Socialize Them!

- Library's Facebook Fan Page
- Library's Google+ Cloud
- Library's Twitter account
- Library's e-newsletter
- Library videos on YouTube
- Library's own App

<u>Facebook</u>

<u>Digg</u>

**Myspace** 

**Twitter** 

**StumbleUpon** 

**Delicious** 

## Planning and Implementing your Computer Literacy Activities Questions

#### Follow-up activity

## WORKSHEET 3. Planning and Implementing Computer Literacy Activities

- You will receive a Word document with instructions right after the webinar is over.
- Please e-mail your completed activity by Friday Nov 25
- Please contact me if you have questions.

sbaumann@lcsworldwide.com

### Building Texas Latino Communities through Technology Series:

#### **REMINDER!**

■ ✓ October 18: Marketing Technology to Latinos

■ ✓ November 1: Getting to Know your Latino Communities

November 15: Planning and Implementing your Computer Literacy Activities

 November 29: Promoting your Computer Programs and Activities

### Building Texas Latino Communities through Technology

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Become a Facebook Fan at Facebook Pages/LCSWorldwide and follow the BUZZ!

Thanks!